Rep Order# 6854990 Ver# 1 Status New Traffic Order# 6854990 EC'd Yes

Printed: 09/21/2012 10:30 AM Last Received: 09/21/2012 9:58 AM

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV

) .DSCC IE Advertiser (

DSCC IE **Product** Estimate# 1848 Buyer Maura Gilroy

Phone# Fax#

) GREAT AMERICAN MEDIA Agency

3050 K ST NW WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1848

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 82,250 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
	2	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	
	3	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	5	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	6	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	7	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
	8	SU	10A-11A	AVG. ALL WKS	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	9	TU-F	9A-10A	MORNING BLEND<	:30	\$400.00	09/25-09/28	2	1	2	\$800.00	
	10	TU-F	10A-11A	VIEW-ABC	:30	\$1,000.00	09/25-09/28	2	1	2	\$2,000.00	
	11	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	09/25-09/28	2	1	2	\$1,300.00	

Rep Order# EC'd Yes Traffic Order# 6854990 6854990 Ver# 1 Status New

Printed: 09/ Last Received: 09/2 Showing Buylines: All Lines

09/21/2012 10:30 AM 09/21/2012 9:58 AM

2 of 4

Station Advertiser Product Estimate#		DSCC IE 1848			Agency () 3050 K WASHI Agency C/P1/P2/E	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#	#	Maura Gilroy			Flight Dates Hiatus Weeks	09/25/2012 - 10/01/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	12	TU-F	12P-1P	CHEW-ABC		:30	\$850.00	09/25-09/28	2	1	2	\$1,700.00	
	13	TU-F	2P-3P	GENRL HOSPITAL		:30	\$350.00	09/25-09/28	2	1	2	\$700.00	
	14	TU-F	4P-5P	JUDGE JUDY		:30	\$650.00	09/25-09/28	2	1	2	\$1,300.00	
	15	TU-F	5P-530P	ACTION NWS@5PM<		:30	\$900.00	09/25-09/28	2	1	2	\$1,800.00	
	16	TU-F	6P-630P	ACTION NWS@6PM<		:30	\$1,000.00	09/25-09/28	3	1	3	\$3,000.00	
	17	TU-F	630P-7P	ACTION NWS@630<		:30	\$1,100.00	09/25-09/28	2	1	2	\$2,200.00	
	18	TU-F	7P-730P	ACCESS HOLLYWD<		:30	\$850.00	09/25-09/28	3	1	3	\$2,550.00	
	19	TU-F	730P-8P	MILLIONAIRE		:30	\$850.00	09/25-09/28	2	1	2	\$1,700.00	
	20	M	10P-11P	CASTLE		:30	\$7,500.00	10/01-10/01	1	1	1	\$7,500.00	
	21	TU	10P-11P	PRIVATE PRACTICE		:30	\$6,500.00	09/25-09/25	1	1	1	\$6,500.00	
	22	ТН	9P-10P	GREY ANTMY-ABC		:30	\$5,000.00	09/27-09/27	1	1	1	\$5,000.00	
	23	F	8P-9P	SHARK TANK		:30	\$2,500.00	09/28-09/28	1	1	1	\$2,500.00	
	24	SU	8P-9P	ONCE UPON A TIME		:30	\$6,500.00	09/30-09/30	1	1	1	\$6,500.00	
	25	TU-F	11P-1135P	ACTION NWS@11P		:30	\$1,500.00	09/25-09/28	3	1	3	\$4,500.00	
	26	SA	11P-1135P	ACTION NWS@11P<		:30	\$1,250.00	09/29-09/29	1	1	1	\$1,250.00	
	27	TU-F	1135P- 1205A	NITELINE		:30	\$750.00	09/25-09/28	2	1	2	\$1,500.00	

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 1
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 3 of 4

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EC u Tes				Showing Buylines: All Lines									
Advertiser Product	DSCC IE			Agency (3050 K WASH	Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY								
Estimate# Buyer Phone# Fax#	1848 Maura Gilroy			Agency C/P1/P2/I Flight Dates Hiatus Weeks	2/E 49/53/1848 09/25/2012 - 10/01/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
28	SA	9A-4P	COLLEGE FOOTBALL		:30	\$3,000.00	09/29-09/29	1	1	1	\$3,000.00		
29	SA	5P-830P	SAT. NITE FOOTBALL		:30	\$4,500.00	09/29-09/29	1	1	1	\$4,500.00		
30	TU-F	5A-530A	ACTION NWS@5AM<		:30	\$450.00	09/25-09/28	1	1	1	\$450.00		
31	TU-F	530A-6A	ACTION NWS@5AM<		:30	\$650.00	09/25-09/28	1	1	1	\$650.00		
32	М	6A-7A	ACTION NWS@6AM<		:30	\$750.00	10/01-10/01	1	1	1	\$750.00		
33	М	7A-9A	GD MRN AMR-ABC<		:30	\$750.00	10/01-10/01	1	1	1	\$750.00		
34	М	9A-10A	MORNING BLEND<		:30	\$400.00	10/01-10/01	1	1	1	\$400.00		
35	М	10A-11A	VIEW-ABC		:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00		
36	М	11A-12P	ACTN NEWS@11AM<		:30	\$650.00	10/01-10/01	1	1	1	\$650.00		
37	М	12P-1P	CHEW-ABC		:30	\$850.00	10/01-10/01	1	1	1	\$850.00		
38	М	2P-3P	GENRL HOSPITAL		:30	\$350.00	10/01-10/01	1	1	1	\$350.00		
39	М	4P-5P	JUDGE JUDY		:30	\$650.00	10/01-10/01	1	1	1	\$650.00		
40	М	5P-530P	ACTION NWS@5PM<		:30	\$900.00	10/01-10/01	1	1	1	\$900.00		
41	М	6P-630P	ACTION NWS@6PM<		:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00		
42	М	630P-7P	ACTION NWS@630<		:30	\$1,100.00	10/01-10/01	1	1	1	\$1,100.00		
43	М	7P-730P	ACCESS HOLLYWD<		:30	\$850.00	10/01-10/01	1	1	1	\$850.00		

\$850.00

10/01-10/01

1

\$850.00

:30

44

M

730P-8P MILLIONAIRE

Rep Order# 6854990 Status New Traffic Order# 6854990 Ver# 1

Program

Printed: 09/21/2012 10:30 AM **Last Received:** 09/21/2012 9:58 AM **Showing Buylines:** All Lines

Rep Firm

KTNV-TV LAS VEGAS, NV) GREAT AMERICAN MEDIA Agency Advertiser) .DSCC IE

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1848

Len

Flight Dates 09/25/2012 - 10/01/2012 **Hiatus Weeks**

Sales Office (Salesperson (

Spots/Week # of

) PHILADELPHIA) ANJIE BRADY

Total

Spots ____

4 of

Total Cost

Daypart

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

Weeks

45 11P-1135P ACTION NWS@11P :30 Μ \$1,500.00 10/01-10/01 1 1 1 \$1,500.00 46 1135P-:30 \$750.00 10/01-10/01 1 1 1 \$750.00 Μ NITELINE

Rate

Dates

---REPORT TOTALS---

EC'd Yes

Station

Product

Buver

Phone#

Fax# LT

Estimate#

Ln

Report Totals: 64 / \$82,250.00

DSCC IE

Day

Maura Gilroy

Time

1205A

1848

---SALES MONTHLY TOTALS---

Sep 12: 48 / \$62,400.00 Oct 12: 16 / \$19,850.00

Sales Totals: 64 / \$82,250.00 Station Totals: 64 / \$82,250.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$357,609 KBLR 0 % KLAS 26% KSNV 24% KTNV 23% KTUD 1% KVCW 2% KVMY 6% KVVU 18%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE